WEST

End of Result Set

Generate Collection

L11: Entry 1 of 1 File: USPT Jan 17, 1995

DOCUMENT-IDENTIFIER: US 5383111 A
TITLE: Visual merchandizing (VMD) control method and system

APD:
19901009

DEPR:
In a step 1806, the image composing section 1713 acquires, by use of the identification code of the coordinate item, an appearance image of the coordinate item from the article image data base 1724 to combine the appearance image with the face image of the customer, thereby outputting the composite image on a display via the output processing section 1715. The resultant composite image is shown in the central portion of FIG. 23E.

CCOR:
705/27

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End of Result Set

Generate Collection

L11: Entry 1 of 1 File: USPT Jan 17, 1995

US-PAT-NO: 5383111
DOCUMENT-IDENTIFIER: US 5383111 A

TITLE: Visual merchandizing (VMD) control method and system

DATE-ISSUED: January 17, 1995

INVENTOR-INFORMATION:

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APPL-NO: 7/ 593955
DATE FILED: October 9, 1990

FOREIGN-APPL-PRIORITY-DATA:

COUNTRY	APPL-NO	APPL-DATE
JP	1-260023	October 6, 1989
JP	2-66482	March 15, 1990

INT-CL: [6] G06F 15/24
US-CL-ISSUED: 364/401; 364/403, 235/385
US-CL-CURRENT: 705/27; 235/385, 705/28
FIELD-OF-SEARCH: 364/400, 364/401, 364/403, 235/375, 235/383, 235/385

REF-CITED:

U.S. PATENT DOCUMENTS

Search Selected Search ALL

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
☐	4509123	April 1985	Vereen	364/403
☐	4775935	October 1988	Yourick	364/401
☐	4812985	March 1989	Hambrick et al.	364/403
☐	4920488	April 1990	Filley	364/403
☐	4947322	August 1990	Tenma et al.	364/401
☐	4972318	November 1990	Brown et al.	364/401
☐	4992940	February 1991	Dworkin	364/401
☐	5025140	June 1991	Varley	364/403
☐	5053956	October 1991	Donald et al.	364/401
☐	5111392	May 1992	Malin	364/400

OTHER PUBLICATIONS

Hitachi Review, vol. 71, No. 2, pp. 67-72, (1989-2).
Nikkei Data Pro-Marketing System, Oct. 1988, MA1- 6500-006.

ART-UNIT: 231
PRIMARY-EXAMINER: Weinhardt; Robert A.
ATTY-AGENT-FIRM: Fay, Sharpe, Beall, Fagan, Minnich & McKee

ABSTRACT:

A merchandising system for conducting a control of article display positions that are generally changed by the customers includes a method of obtaining article display positions based on the present display state. In this system, when selecting coordinate items to be suitably combined with an article, the display positions thereof can be easily determined, which advantageously helps the customer to search the store or floor for the desired items.

20 Claims, 35 Drawing figures

WEST

End of Result Set

Generate Collection

L1: Entry 1 of 1 File: USPT Mar 24, 1992

US-PAT-NO: 5099422
DOCUMENT-IDENTIFIER: US 5099422 A

TITLE: Compiling system and method of producing individually customized recording media

DATE-ISSUED: March 24, 1992

INVENTOR-INFORMATION:

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ASSIGNEE INFORMATION:

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APPL-NO: 7/ 324896
DATE FILED: March 17, 1989

PARENT-CASE:
CROSS REFERENCE TO RELATED APPLICATION This application is a continuation-in-part application of co-pending U.S. Pat. application of Michael G. Slade, Ser. No. 06/850,239, filed April 10, 1986, now U.S. Pat. No. 4,863,384, entitled "Personalized Feedback System Utilizing Pre-Recorded Media and Method of Making Same."

INT-CL: [5] G06F 15/22, G06F 15/24
US-CL-ISSUED: 364/401; 358/84, 358/86, 358/903, 360/14.1
US-CL-CURRENT: 705/1; 386/54, 705/26, 725/146, 725/35
FIELD-OF-SEARCH: 358/342, 358/341, 358/335, 358/84, 358/86, 358/142, 358/903, 364/401, 434/308, 360/72.1, 360/72.2, 360/14.1

REF-CITED:

U.S. PATENT DOCUMENTS

Search Selected Search ALL

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
☐	4602279	July 1986	Freeman	358/142 X
☐	4724491	February 1988	Lambert	360/14.1 X
☐	4725977	February 1988	Izumi et al.	364/900
☐	4745549	May 1988	Hashimoto	358/84 X
☐	4775935	October 1988	Yourick	364/401
☐	4863384	September 1989	Slade	434/107
☐	4905094	February 1990	Pocock et al.	358/86 X
☐	4918516	April 1990	Freeman	358/86
☐	4924303	May 1990	Brandon et al.	358/86
☐	4941040	July 1990	Pocock et al.	358/86

ART-UNIT: 231
PRIMARY-EXAMINER: Shaw; Dale M.
ASSISTANT-EXAMINER: Brutman; Laura
ATTY-AGENT-FIRM: Kleinke; Bernard L. Potts; Jerry R. Waters; William P.

ABSTRACT:

The compiling system and method of the present invention enables the recording of individually customized information onto blank storage media devices, and includes a data base memory device for storing information signals indicative of customized recipient information pertaining to a group of recipients. A presentation memory device stores a group of pre-recorded signals indicative of a group of information segments to be compiled selectively. A computing device responds to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes. A recording device responds to retrieved signals indicative of certain ones of said segments for storing said retrieved signals onto individual ones of the storage media devices.

35 Claims, 10 Drawing figures

WEST

End of Result Set

Generate Collection

L3: Entry 1 of 1 File: USPT Mar 24, 1992

DOCUMENT-IDENTIFIER: US 5099422 A
TITLE: Compiling system and method of producing individually customized recording media

ABPL:
The compiling system and method of the present invention enables the recording of individually customized information onto blank storage media devices, and includes a data base memory device for storing information signals indicative of customized recipient information pertaining to a group of recipients. A presentation memory device stores a group of pre-recorded signals indicative of a group of information segments to be compiled selectively. A computing device responds to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes. A recording device responds to retrieved signals indicative of certain ones of said segments for storing said retrieved signals onto individual ones of the storage media devices.

BSPR:
This invention relates generally to compiling systems, and methods of producing individually customized recording media. More particularly, this invention relates to a compiling system that facilitates the compiling of individually customized recording media for presentation to an individual, or to a group of recipients.

BSPR:
In order to effectively qualify individuals for particular products or services, numerous data sources have been developed for helping a business or other organization target its marketing or advertising efforts. For example, organizations establish data bases which may be representative of individuals who have utilized certain products or service in the past. Similarly, the organizations conduct surveys to develop customer intelligence information from interviews and telephone solicitations. Related data is also obtained from other sources such as zip code-based address market data services, government motor vehicle listings, or even from analyzing customer transaction data, such as the purchasing habits of a credit card holder.

BSPR:
It would be highly desirable to have a method and apparatus for using targeting information in an even more effective and novel manner. In this regard, it would be useful and desirable to have new and improved techniques for producing dramatically new, individually customized forms of communication. Such forms of communication should be directed to each individual recipient of such communication. Such communication should be focused to the recipient's own requirements, needs or idiosyncracies, to produce individually customized communications relating to specific ones of products and/or services for individuals or groups of individuals.

BSPR:
Such novel and dramatically new form of communication should be an individually customized communication suitable for convenient delivery to, and use by, the targeted recipient. If desired, large numbers of such communications should be able to be mass produced in large numbers for distribution to the targeted segment of the public, and yet each such mass

produced communication should be individually customized to each individual recipient. In this regard, each individual communication should be compiled of a plurality or series of segments selected to the idiosyncaracies of tis intended individual recipient. Such technique should be relatively inexpensive to mass produce and to distribute.

BSPR:
Therefore, the principal object of the present invention is to provide a new and improved compiling system and method for producing individually customized communications for a group of recipients in a relatively inexpensive manner.

BSPR:
It is yet another object of the present invention to use such a new and improved inventive system and method to record compiled and customized recipient information on a storage media device such as a videotape cassette.

BSPR:
It is yet another object of the present invention to use such a new and improved inventive system and method to print customized printed material, such as solicitation letters, mailing labels and the like, to accompany and/or precede the compiled customized recording media produced by the process of the present invention.

BSPR:
Briefly, the above and further objects of the present invention are realized by providing a new and improved compiling system and method for producing customized communications, which are each individually customized and which relate to each individual recipient.

BSPR:
The compiling system and method of the present invention enables the recording of individually customized information onto blank storage media devices, and includes a data base memory device for storing information signals indicative of customized recipient information pertaining to a group of recipients. A presentation memory device stores a group of pre-recorded signals indicative of a group of information segments to be compiled selectively. A computing device responds to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes. A recording device responds to retrieved signals indicative of certain ones of said segments for storing said retrieved signals onto individual ones of the storage media devices.

BSPR:
In one form of the invention, the system employs a video/audio recording arrangement, to enable a recipient to receive a customized videotape for playing on a conventional videotape player. A customized recipient data base consisting of information pertaining to a segment of the general public, is accessed and compiled according to certain predetermined selection criteria under the control of the computing device.

BSPR:
The storage media devices store a group of prerecorded audio and video signals, which are indicative of segments illustrative of product, service, and/or recommendation information for presentation to a recipient. The storage media devices store retrieved signals indicative of certain ones of the segments to provide a presentation of information customized for an individual recipient.

BSPR:
In order to manufacture the storage media devices in one form of the invention, the computing device causes the recording device to store the selectively compiled and sequenced segments onto the storage media devices. In this manner, individually customized storage media devices can be mass produced, and each one is different from one another. In this regard, each one is customized for individual recipients of the storage media devices, to provide a dramatic new form of communication to targeted recipients.

BSPR:
Thus, the system of this invention provides a new and improved compiling system which enables individually customized storage media devices, such as video cassette tapes, audio tapes, or other such devices, to be mass produced at relatively low cost for distribution to targeted recipients. Each media device contains prerecorded information segments selected to match the individual recipient's idiosyncracies, such as his or her needs and/or requirements. Such a customized storage media can be utilized by the recipient, on widely available conventional videocassette recorders and television receivers.

DEPR:
Referring now to the drawings, and more particularly to FIG. 1, there is shown a compiling system S, which is constructed according to the present invention. The system S includes a recorder 950, such as a videocassette recorder, and is able to produce individually customized recording media 970, such as a series of videocassette tapes, for distribution to a series of recipients. Each tape is thus provided with a compiled group of recorded segments related to suit the needs and requirements of individual persons who will receive and view the material recorded on his or her tape.

DEPR:
A computer 900 accesses computer readable generalized data base information signals indicative of a compilation of recipient or customer information stored in a generalized data base memory 904A. Such recipient information includes a compilation or listing of information relating to a group of recipients concerning their individual idiosyncracies, and other information, such as their names and addresses. Storage or memory devices such as a group of video disc players generally indicated at 920A, store a group of pre-recorded audio and video signals indicative of a group of audio and video segments to be compiled selectively in a customized manner for an individual recipient in accordance with the information stored in the generalized data bas memory 904A. The audio and video segments can be various different audio overlay segments, audio coordinated motion picture segments, video motion picture segments, video still picture segments, video graphics overlay segments, and video textual overlay segments, each being stored in individual ones of the respective records 920 through 925.

DEPR:
The generalized data base memory 904A is accessed by the computer 900 and only certain relevant information stored therein is retrieved and stored in a customized recipient data base memory 903. In this regard, for example, only certain items of information are retrieved from the generalized data base memory, and such items may include the names and addresses of the recipients, and only certain other items of information. Such other items may include their preferences, past spending habits, their likes and dislikes, and others.

DEPR:
The generalized data may be required from a company desiring to communicate with their customers, and the generalized data may include many different types and kinds of information relating to the customers. The generalized data may be stored on any convenient computer readable media such as floppy disc, computer readable survey forms with pencil or ink notations thereon, laser discs and the like.

DEPR:
The computer 900, responding to the customized information stored in the memory 903, selects only certain ones of the information segments from the memory devices or players 920A. A relational operation program stored in a relational program memory 902 of the computer 900 controls the computer 900 to cause certain items of information to be retrieved from the customized memory 903 for determining which segments and in what order, they are to be recorded onto the recording media 970, such as a videocassette via a recorder 950. In this regard, signals indicative of certain ones of the pre-recorded audio/video segments are retrieved selectively in a given sequence, including correlation, sequence overlay, selection, and sequencing.

DEPR:

Under the control of the computer 900, pre-recorded information segments stored in the memory devices or recorders 920A are selectively retrieved and compiled in the desired sequence for recording on the blank storage media device 970 during the production of individually customized storage media devices, such as videocassettes. The customized videotaped presentation incorporates a compilation of certain selections retrieved from the generalized data base information, together with selected ones of the pre-recorded audio and video segments. In this regard, the videocassette, after being custom recorded, can be played back on a videocassette recorder (not shown) used by the recipient. In this manner, based on certain recipient information, certain audio and video segments and overlaid segments, are computed and recorded onto a videocassette for a given recipient. Thus, the custom recorded videocassette can be used for presenting packaged information, such as information regarding products, services, and recommendations in a customized manner.

DEPR:
Once the customized information has been compiled on the videotape or other recording media, the recorded storage media device 970 may be delivered to a recipient for use on any available countable play-back device, such as a videocassette recorder or player (not shown). Thus, an individual recipient is able to view and/or read a presentation, which is customized to achieve maximum recipient interest in the presentation, as well as the recipient's acceptance of the presented product, service and/or recommendation.

DEPR:
Considering now the operation of the system S of the present invention in greater detail, the operation causes the preparation of individualized customized recording media devices from a content library stored in the players 920A.

DEPR:
After the computer 901 accesses the generalized data base it stores the raw data derived therefrom in the customized recipient data base memory 903. A program stored in the relational memory 902 causes the computer 901 to select a profile of segment information stored in the players 920A that would relate to each recipient. This program also causes the computer 901 to sequence the selected profile of segment information stored in the players 920 in a particular sequence for each recipient.

DEPR:
Once the profile selection and sequencing is accomplished, the program stored in the relational program memory causes the computer 901 to compile selected portions of the raw data stored in the customized recipient data base memory 903 with the selected profile information. More particularly, as each sequenced profile segment is read from a selected player, the computer will copy and store the segment, merge the segment with a selected raw data portion if appropriate, to structure a segment for recording and then causing the recorder to record the compiled structured segments on the individual recording media, such as recording media 920. This method of operation is repeated for each individual recipient, thus the system in operation compiles and records a group of individual recording media where each recording media is customized for an individual recipient.

DEPR:
The media devices in the form of videocassettes as recorded under computer assistance, are based on the unique needs, desires and idiosyncracies of each recipient. The specific operation and content of each presentation group is based on a consultative process that analyzes information from the generalized data base memory, containing information unique to each recipient. Such information includes very simple information, such as the recipient's name only, as well as highly complex information with individualization schemes determined individually for each use of the resulting custom recorded videocassette. Once the generalized information stored in the memory 904A has been analyzed by the computer 900, information is compiled or translated into a profile for determining what information content with respect to products, services, recommendations, and other visual, graphic, audio, or textual matters will be delivered to each individual recipient.

DEPR:
After the information segments stored in the players 920A in the form of a profile of information content has been developed for a group of recipients, the computer 900 is controlled by a program, which determines what specific presentations and sequencing of this information would be most effective for a given individual recipient. In this regard, the program has algorithms embodying formulae or rules to determine which recipient receives which information segments. The computer 900 then causes the compilation of the customized information, and assembles the information onto an appropriate individual recording media 970 for distribution to the recipient who then can utilize the media 970 on his or her own play-back device (not shown).

DEPR:
For example, information sources may include prospect lists developed from public sources such as a voter's registration list. Also, such sources may include a customer list including names and addresses, as well as more complex information such as age, sex, income, education, and location demographics with past purchasing histories. Other sources may include customer intelligence developed from interviews, initial telephone solicitations, appending related data (such as from address zip code-based market data services or government motor vehicle lists) or analysis of customer transaction data such as a customer's purchasing habits. The generalized information may also be developed from response or survey cards where a prospective recipient provides a written response to questions.

DEPR:
Considering now in greater detail the customized recipient data base information stored in the memory 903, as developed from the above mentioned generalized information sources with little or no interpretation, calculations or associated conclusions as related to a specific recipient, such customized information is raw information, which may include the recipient's name, address, state, address, zip code, and telephone number. Additionally, the customized information may include demographics pertaining to the recipients such as age, sex, income, education, etc. Also, such information may include past activities of the recipients such as purchase of particular products, amounts spent in particular product categories, overall expenditure levels, etc. and the like. Moreover, there may be included the recipient attitudes and behavior such as lifestyle, travel, interests, hobbies, etc. and others.

DEPR:
Other customized information may include the recipient preferences related to particular product benefits or product categories such as risk level and liquidity for financial products, quality and purchase price of consumer products, and the like. Similar information may also include specific recipient requests for information on a particular product or a related topics such as might be "checked" on a reader response card.

DEPR:
Considering now the selection of the information stored in the players 920A for presentation to an individual recipient, the computer 901 in response to the program stored in the relational program memory 902 selects certain segment information for presentation to individual recipients. The selection is based on a set of conclusions about what information should be included on a particular recipient's presentation tape and is controlled by a set of decisional rules applied to the raw data stored in the memory 93. It should be understood that profile includes a completion of information that can include specific products, services or recommendation segments stored in the players based upon recipient segmentation, categories of products, services or recommendations where either the data or knowledge of their benefits as related to specific recipients is not complete enough to releasably select a specific segment from the players 920A for presentation to a recipient, or similar scheme, for selecting a particular product, service or recommendation whose benefits best match each individual recipient's needs based upon their unique raw data stored int eh customized recipient data base memory 903.

DEPR:
1. Compiling a Customizing a Recording Media with the Recipient's Name as the Only Variable

DEPR:
2. A Compiled Customized Direct Mail Solicitation With Minimal Customization

DEPR:
3. A Compiled Cross-Product Sale--Direct Mail Solicitation to Customer who Purchased Product A with Recommendation to Purchase Follow On Product B.

DEPR:
The computer 900 includes a microprocessor unit 901, a relational program memory unit 902, and a customized recipient data base memory 903.

DEPR:
The compiling system S also includes a segment selector 910 that operates with a series of videodisc players 920-925 and a customizing overlay integrator 930 to enable computer-control selection of pre-recorded signals stored on a series of videodiscs (not shown). The videodisc players 920-925 may be Sony LDP-2000-3 videodisc players. The segment selector 910 includes a audio/video switcher 915.

DEPR:
The components of the system S are interconnected generally as indicated in FIG. 1, and used with suitable programming to produce the recording media 970. The compiling system selects and plays back audio/video segments; graphics, music, narration from the player 920A, and special effects from the audio/video switcher 915. Additionally, the program operating with the data computer 900 merges or integrates data base information as part of the presentation to create either or both a recording media having customized information sequenced for audio-visual display purposes, or a media with printed indicia thereon having customized information sequenced and integrated with recipient information.

DEPR:
Considering the compiling system S in still greater detail, the system S includes the computer 900 which is interconnected to the segment selector 910, the videodisc players 920-925, the customized overlay integrator 930, the recorder 950, and the printer 955.

DEPR:
Interconnected in this manner, the IEEE-488 ports and IEEE-488 card (not shown) in the computer 900 may be used to exercise control over the videodisc players 920-925. Using this configuration, it is possible to control from one up to fifteen videodisc players with one IEEE-488 card. Six videodisc players are shown for illustration only. The actual number of videodisc players used may be increased according to the number of source videodiscs needed to produce a specific customized videotape sequence. A fewer number of videodisc players may also be employed.

DEPR:
Considering now the interconnecting of the synchronizing portion of the coupling system S with reference to FIG. 1, the sync generator 917 is interconnected by suitable cables illustrated at 907A to the audio/video switcher 915, to provide a video black signal to the audio/video switcher 915. A selected video from a selected one of the video outputs 920A-925A and 907, is coupled from the audio/video switcher 915 by a suitable cable illustrated at 918 to the customizing overlay integrator 930, and more particularly to its graphics and character generator 931.

DEPR:
The output of the video distribution amplifier 935 is also coupled via a cable 937, to the video input of the composite audio/video monitor 960 where video signal quality can be monitored.

DEPR:
The segment selector employs three modes of operation: a video straight through mode from the videodisc players 920-925, a customized overlay mode driven by the computer 900, and a computer graphics mode also driven by the computer 900.

DEPR:

An audio output port 915B from the audio/video switcher 915 is interconnected by a cable 918A to the customizing overlay integrator 930, and more particularly, to its audio level control portion 934. The output from the audio level control 934 is transmitted via a cable 932A to the audio input of an audio distribution amplifier 936. The output from the audio distribution amplifier 936 is transmitted via a cable 937A to the audio input of the recorder 950. Recorder 950, in turn, records the audio signal on a suitable medium, such as a track of the conventional videocassette 970.

DEPR:
The output of the audio distribution amplifier is also connected via a cable 937A to the audio input of the composite audio/video monitor 960 where audio signal quality can be monitored.

DEPR:
Considering now the relational memory program 130 with reference to FIG. 1B, the program 130 controls the presentation sequence or format of the information recorded onto the recording media 970 or the indicia 75A printed on the media 75. The program begins at 130A and advances to 131 where the generalized data base file is analyzed and customized. This enables the system to analyze the data and to select the presentation segments to be used. The presentation then proceeds with selecting an introduction for a recording on the cassette 970 as indicated at step 132 of FIG. IB. The introduction segment is then copied and merged with the recipient or customized data as indicated at step 133.

DEPR:
As the introduction segment is being recorded, the next segment is cued as indicated at step 134. The presentation advances to step 135 to determine whether the customized information is to be overlaid or merged with the next sequence. If the segment is to be customized the customized data is merged with the segment and recorded as indicated at step 136. If the segment is not to be customized, the program proceeds directly to step 137. At step 137, the program determines whether another segment is to be recorded. If so, the program returns to step 134 to cue another segment. If no additional segments are required, the program advances to step 138. If the sequenced and or customized data is to be printed, the program advances from step 138 to step 139 which calls the print routine. After the material has been printed the program goes to step 140 to determine if another recipient tape is to be produced. If other tapes are to be produced, the program returns to box 132 and repeats the process described. If no additional tapes are to be produced, the program goes to step 141 and ends the production sequence.

DEPR:
Referring now to FIGS. 1C-1I, there is shown detailed flow charts of a generalized computer program for producing compiled customized recording media and associated customized media with indicia thereon. The flow charts of FIG. 1C-1H further define each one of the steps 130 to 141 of FIG. 1B. The software is stored in the personal computer 900 of the compiling system S.

DEPR:
As indicated in FIG. 1C, the program begins at 1001 and proceeds to action box 1002 where a current client counter is set to zero. The program then proceeds to box 1003 to open a client file list and causes the computer 900 to store the number of current client files stored on the floppy disc to determine how many recording media will be produced. The file number is retained by the program and is compared against the current client counter for an equivalence. The program then reads, analyzes and stores selected current client profile histories as indicated at box 1004. The client list file is then closed in box 1005 which enables the system to review the customer profile history to select the presentation elements to be used for that particular client. The program then proceeds to box 1006 and cues the videodisc player to be used with this client. Once the videodisc player is cued, the program proceeds with preparing the opening title and causing an introduction to be prepared for recording on the cassette 80, as indicated at box 1007.

DEPR:
Considering now FIG. 2A, another compiling system 10 for producing several sets of compiled customized recording media simultaneously, is shown and which

is also constructed in accordance with the present invention.

DEPR:
Each tape production unit, such as unit 26 includes a local area access card (such as local access card 210 illustrated in FIG. 2) that enables the tape production unit to communicate with the local area network file server 20 which is connected to the central processing unit 14 of the programming work station 12. In this configuration, the programming work station 12 is able to communicate with a series of tape production units, such as units 26-31 so that several sets of compiled customized recording media may be simultaneously produced.

DEPR:
A program similar to program 800 stored on a floppy disc (not shown) is used to control operation of the tape production unit 26 to create a recordable composite audio-video segment sequence from the audio-video signals selected from the videodisc players 311-318, graphic and selected from the videodisc players audio information provided by the personal computer 200, and data base information stored on a floppy disc (not shown). In this regard, recipient data base information may also be alpha numeric information and entered into the computer 200.

DEPR:
Videotape recorder 700 then re-records these signals on a suitable recording media such as videocassettes 728, while a composite audio/video monitor 710 enables an operator of the system to monitor the quality of the tape being produced.

DEPR:
Considering now the local area network card 210 in greater detail with reference to FIGS. 2 and 2A, the network card 210 of each tape production unit, such as tape production unit 26 is connected to the local area network file server 20 by a suitable cable means illustrated by lines 26A and 31A. In this manner, each tape production unit has access to the local area network file server 20 so that multiple compiled customized recording media may be prepared simultaneously.

DEPC:
A. GENERAL DESCRIPTION OF SYSTEM FOR COMPILING CUSTOMIZED RECORDING MEDIA

DEPU:
A. GENERAL DESCRIPTION OF SYSTEM FOR COMPILING CUSTOMIZED RECORDING MEDIA

DETL:
TABLE B _____ Data Source (Memory 904A) Credit Cardholder File Raw Data (Memory 903) First & Last Name Type of Card Membership Date Profile Name Text Membership Data Text Card Type Text Segment Presentation/ Same Sequence for All Sequencing (Memory 902) (Not Variable) Variable Video Segment - based on Card Type (First Variable) Variable Audio Segment - based on Member Date (Second Variable) Compiling Segments/ Name Overlaid in Raw Data Introduction (Third Variable) Customized Video/Audio Segments _____

DETL:
TABLE C _____ Data Source (Memory 904A) Customer File Raw Data (Memory 903) First & Last Name Age/Sex Previously Purchased Product Profile (Players 920A) Selection of most relevant benefits of "Product B" Segment Presentation/ Descending order of Sequencing (Memory 902) importance to each customer type (First Variable) Compiled Segment/Raw Data Name Overlaid in Introduction (Second Variable) Customized Audio/Video Segments (Third Variable) Benefit 1 segment Benefit 2 segment Benefit L segment Response Instruction Overlaid at Conclusion (Fourth Variable)

_____

CLPR:
1. An individually customized compiling system for recording information onto storage media devices, comprising:

CLPR:

2. An individually customized compiling system according to claim 1, wherein said relational means comprises:

CLPR:
3. An individually customized compiling system according to claim 2, further comprising:

CLPR:
4. An individually customized compiling system according to claim 3, wherein said segment selector means comprises:

CLPR:
5. An individually customized compiling system according to claim 3, further comprising:

CLPR:
6. An individually customized compiling system according to claim 5, wherein said customizing means includes means for controlling the audio level

CLPR:
7. An individually customized compiling system according to claim 6, wherein said central processing unit includes means for facilitating the selection of certain ones of said pre-recorded audio and video signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes.

CLPR:
8. An individually customized compiling system according to claim 6, wherein said presentation memory means includes a videodisc player.

CLPR:
9. An individually customized compiling system according to claim 6, wherein said data base memory means is a floppy disc with information signals stored thereon, said information signals being indicative of customized recipient information pertaining to a group of recipients.

CLPR:
10. An individually customized compiling system according to claim 6, wherein said recording means includes videodisc recording means for recording selected ones of said pre-recorded audio and video signals and said customized signals.

CLPR:
11. An individually customized compiling system according to claim 6, wherein said central processing usti includes

CLPR:
12. An individually customized compiling system according to claim 11, wherein said means for receiving includes a local area network circuit.

CLPR:
13. An individually customized compiling system according to claim 3, wherein said segment selector means comprises:

CLPR:
14. An individually customized compiling system according to claim 13, wherein said segment selector means further comprises:

CLPR:
15. An individually customized compiling system according to claim 13, wherein said customized overlay integrator means comprises:

CLPR:
16. An individually customized compiling system according to claim 1, further comprising:

CLPR:
17. A method for compiling individually customized informatin onto blank

storage media devices, comprising:

CLPR:
18. An individually customized storage media device produced in accordance with the process of claim 17.

CLPR:
21. A system including a programmed data processor for video marketing a plan, said plan being customized for an individual recipient on a recorded media storage device, said system comprising:

CLPR:
25. A system for video marketing according to claim 22, wherein said data computer means includes means for receiving said groups of customized input information

CLPV:
data base memory means for storing a group of recipient information signals indicative of a group of customized recipient information segments to be compiled selectively;

CLPV:
recording means for storing a compiled group of recorded segments customized for a given recipient onto individual ones of the storage media devices, said recorded segments arranged in a predetermined order and including selected segments of said customized recipient information and selected segments of said general information segments;

CLPV:
relational means for causing certain ones of said group of customized information segments to be retrieved from said data base memory for compiling purposes and for selecting which ones of said general information segments are to be compiled therewith;

CLPV:
sequencing means responsive to said relational means for generating a customizing signal indicative of a predetermined order in which the selected ones of said general information segments are to be compiled with said retrieved customized information segments retrieved from said data base memory means;

CLPV:
said recording means responsive to said customizing signal for storing the selected ones of said general information segments and the retrieved customized information segments in said predetermined order onto individual ones of the storage media devices.

CLPV:
a central processing unit for processing said information signals indicative of customized recipient information pertaining to a group of recipients;

CLPV:
relational program memory means for storing processing signals to cause said recording means to store in a certain sequence the customized signals and the selected ones of said pre-recorded signals for facilitating the presentation of product, service, or recommendation information for a selected recipient; and

CLPV:
customized recipient data base memory means for storing signals indicative of customized recipient information pertaining to a group of recipients.

CLPV:
customizing means responsive to said segment selector means for generating selected ones of said overlay signals and for combining said overlay signals with selected certain ones of said pre-recorded signals pertaining to a given product, service, recommendation or combination thereof.

CLPV:

of the selected ones of said pre-recorded signals for facilitating the presentation of product, service, or recommendation information customized for a selected recipient.

CLPV:
means for receiving said inforamtion signals indicative of customized recipient information pertaining to a group of recipients

CLPV:
for helping to facilitate the compiling of product, service, or recommendation information customized for a selected recipient.

CLPV:
customized overlay integrator means responsive to said relational means for integrating signals indicative of computer generated audio and video overlay segments for compilation purposes.

CLPV:
printing means for producing indicia bearing media, said indicia being indicative of said customized recipient infromation and the inforamtion content of certain oens of said information segments.

CLPV:
a plurality of customized compiling systems for compiling information onto blank storage media devices;

CLPV:
local area network means for enabling the transfer of information between said computing means and individual ones of said plurality of customized compiling systems;

CLPV:
said computing means including data base memory means for storing a group of recipient information signals indicative of group of customized recipient information segments to be compiled selectively; and

CLPV:
program memory means for causing certain ones of said group of customized recipient information segments to be retrieved from said data base memory means for compiling purposes and for transferring the retrieved recipient information sequence to selected ones of said compiling systems;

CLPV:
each one of said compiling systems including recipient memory means for storing the retrieved recipient information segments to be compiled selectively; presentation memory means for storing a group of pre-recorded audio and video signals indicative of a group of audio and video information segments to be compiled selectively; customizing means for selecting desired customer information signals and certain ones of the pre-recorded signals;

CLPV:
means responsive to said customizing means for retrieving in a given sequence selected ones of said customer information signals and certain ones of said pre-recorded signals for compilation purposes; and recording means responsive to said retrieving means for recording the selected signals onto individual ones of the storage media in said given sequence.

CLPV:
means responsive to said decision signals and to said means for helping and sequencing for merging certain ones of said product, service, or recommendation information segments with certain ones of said selected target information signals to form customized information signals; and

CLPV:
assembly means for assembling said customized information signals and certain ones of said product, service, or information segments onto individual ones of the blank media units in a seamless continuous manner.

CLPV:

data base means for storing groups of customized input information signals indicative of the personal profile information of groups of selected recipients;

CLPV:
means responsive to said groups of customized input information signals for selecting certain ones of said pre-recorded signals for facilitating the presentation of planning information, said planning information being indicative of a plan with given planning goals and objectives;

CLPV:
recording means for storing said customized input information signals and the selected ones of said prerecorded signals; and

CLPV:
switching means responsive to said means for selecting for causing said recording means to store certain ones of said customized input information signals indicative of the personal profile information for a selected recipient, and to store selected ones of said pre-recorded signals corresponding to said plan with given planning goals and objectives in a certain sequence.

CLPV:
data computer means responsive to said customized input information signals for determining a desired plan with certain objectives and goals structured according to the personal profile information for a selected individual.

CLPV:
video disc recording means for recording selected ones of said customized input information signals and selected ones of said pre-recorded signals.

CLPV:
recipient memory means for storing a group of customer information signals indicative of personal and idiosyncratic data pertaining to a group of customers;

CLPV:
means for retrieving seriatim selected ones of said customer information signals; and

CLPV:
recorder means responsive to said means for determining and to said means for retrieving for recording said desired information segment onto individual ones of the storage media devices and for recording a selected one of said customer information signal therewith in a predetermined order at a determined portion of the storage media devices.